A STATEMENT NO OTHER CIGARETTE CAN MAKE

PHILIP MORRIS superiority is recognized by eminent medical authorities

THEY ALL INHALE!

although three of them don't know it!

FACTS ABOUT IRRITANT QUALITIES OF LEADING CIGARETTES

All smokers inhale — *some* of the time. And *when* you do inhale, exposure to irritation increases. So—*know* what you smoke! There are vital differences—reported by eminent doctors in authoritative medical journals. On comparing, they found:

FOUR OTHER LEADING BRANDS AVERAGE 235% MORE IRRITANT THAN THE STRIKINGLY CONTRASTED PHILIP MORRIS — AND, THE IRRITATION LASTS MORE THAN FIVE TIMES AS LONG!

Especially if you inhale, remember — Philip Morris provides such *complete* enjoyment—*plus real protection*... pleasure *without* penalties!

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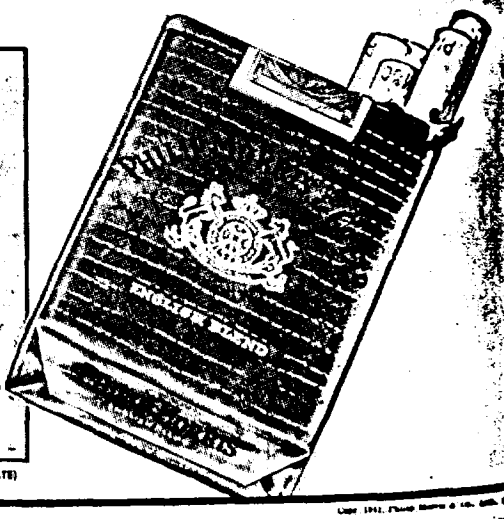
CALL FOR PHILIP MORRIS

AMERICA'S FINEST CIGARETTE

TODAY THEY COST NO MORE*

than ordinary popular-price cigarettes! Not one penny more — for Philip Morris' outstanding superiority—better taste—plus real protection for the nose and throat. So why smoke anything else?

*(In NEW YORK STATE)



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